

FORM PTO 147 (Modified) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF REFERENCES CITED BY APPLICANT (Use Several Sheets if Necessary)	DOCKET NO. 6000-015-52(C1)	SERIAL NO. 10/659,080
	APPLICANT Denis KHOO, et al	
	FILING DATE 9/10/2003	GROUP ART UNIT 3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	2001/0003845	6/2001	Tsukamoto			
	AB	2001/0021994	9/2001	Nash			
	AC	2002/0083444	6/2002	Blasko			
	AD	2002/0144153	10/2002	Levine			
	AE	RE 36,801	8/2000	Logan			
	AF	4,745,549	5/1998	Hashimoto			
	AG	4,789,863	7/1996	Bush			
	AH	4,947,429	8/1990	Bestler			
	AI	4,995,078	2/1991	Monslow			
	AJ	5,075,771	12/1991	Hashimoto			
	AK	5,130,792	7/1992	Tindell			
	AL	5,155,591	10/1992	Wachob			
	AM	5,367,330	11/1994	Haave			
	AN	5,371,551	12/1994	Logan			
	AO	5,446,919	8/1995	Wilkins			
	AP	5,459,506	10/1995	Bushnell			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATION YES NO
	AQ						
	AR						

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

	AS	
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EXAMINER	/Junior Mendoza/	DATE CONSIDERED	09/04/2007
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FORM PTO 1449 (Modified) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	DOCKET NO.	SERIAL NO.
	6000-015-52(C1)	10/659,080
	APPLICANT	
LIST OF REFERENCES CITED BY APPLICANT (Use Several Sheets if Necessary)	Denis KHOO, et al.	
	FILING DATE	GROUP ART UNIT
	9/10/2003	3629

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	5,479,508	12/1995	Bestler			
	AB	5,483,472	1/1996	Overman			
	AC	5,508,731	4/1996	Kohorn			
	AD	5,532,735	7/1996	Blahut			
	AE	5,572,442	11/1996	Schulhof			
	AF	5,600,364	2/1997	Hendricks			
	AG	5,604,542	2/1997	Dedrick			
	AH	5,610,653	3/1997	Abecassis			
	AI	5,616,876	4/1997	Cluts			
	AJ	5,621,456	4/1997	Florin			
	AK	5,640,022	6/1997	Ruppert			
	AL	5,721,827	2/1998	Logan			
	AM	5,724,521	3/1998	Dedrick			
	AN	5,732,216	3/1998	Logan			
	AO	5,734,720	3/1998	Salaganicoff			
	AP	5,745,710	4/1998	Clanton			

FOREIGN PATENT DOCUMENTS

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		6000-015-52(C1)	10/659,080
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U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	5,752,238	5/1998	Dedrich			
	AB	5,758,259	5/1998	Lawler			
	AC	5,761,683	6/1998	Logan			
	AD	5,781,909	7/1998	Logan			
	AE	5,794,210	8/1998	Goldhaber			
	AF	5,801,747	9/1998	Bedard			
	AG	5,802,299	9/1998	Logan			
	AH	5,838,314	11/1998	Neel			
	AI	5,848,396	12/1998	Gerace			
	AJ	5,848,397	12/1998	Marsh			
	AK	5,861,881	1/1999	Freeman			
	AL	5,861,906	1/1999	Dunn			
	AM	5,892,536	4/1999	Logan			
	AN	5,931,901	8/1999	Wolfe			
	AO	5,986,692	11/1999	Logan			
↓	AP	6,002,393	12/1999	Hite et al.			

FOREIGN PATENT DOCUMENTS

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/J.M./	AA	6,012,080	1/2000	Ozden			
	AB	6,020,912	2/2000	DeLang			
	AC	6,026,376	2/2000	Kenney			
	AD	6,029,045	2/2000	Picco			
	AE	6,057,872	5/2000	Candelore			
	AF	6,088,455	8/2000	Logan			
	AG	6,088,722	7/2000	Herz			
	AH	6,101,483	8/2000	Petrovich			
	AI	6,131,087	10/2000	Luke			
	AJ	6,177,931	1/2001	Alexander			
	AK	6,199,073	3/2001	Logan			
	AL	6,211,901	4/2001	Imajima			
	AM	6,216,129	4/2001	Eldering			
	AN	6,237,145	5/2001	Narashimhan			
	AO	6,246,997	6/2001	Cybul			
	AP	6,324,338	11/2001	Wood			

FOREIGN PATENT DOCUMENTS

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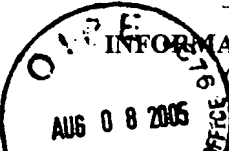
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

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LIST OF REFERENCES CITED BY APPLICANT (Use Several Sheets if Necessary)		APPLICANT Denis Khoo, et al.					
		FILING DATE 9/10/2003		GROUP ART UNIT 3629			
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	6,324,519	11/2001	Eldering			
	AB	6,366,100	1/2002	Yamada			
	AC	6,386,450	5/2002	Ogasawara			
	AD	6,457,010	9/2002	Eldering			
	AE	6,477,704	11/2002	Cremia			
	AF	6,484,146	11/2002	Day			
	AG	6,526,577	2/2003	Kudsen			
	AH	6,571,279	5/2003	Herz et al.			
/J.M./	AI	6,571,390	5/2003	Dunn			
	AJ	6,668,377	12/2003	Dunn			
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 <p style="text-align: center;">INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)</p>	Docket Number (Optional) 6000-015-52(P1)	Application Number 10/659,080
	Applicant(s) Denis KHOO, et al.	
	Filing Date 9/10/2003	Group Art Unit 3629

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/J.M./	AA	5,818,512	4/4/97	Fuller			
/J.M./	AB	6,571,216	1/14/00	Garg			
	AC						
	AD						
	AE						

U.S. PATENT APPLICATION PUBLICATIONS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AF						
	AG						
	AH						
	AI						

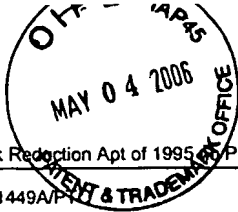
FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
/J.M./	AJ	WO 00/33228	6/8/00	PCT				
/J.M./	AK	WO 00/64165	10/26/00	PCT				
	AL							
	AM							
	AN							

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER /Junior Mendoza/	DATE CONSIDERED 09/04/2007
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Substitute for form 1449A/P

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/659,080
Filing Date	9/10/2003
First Named Inventor	Denis KHOO, et al.
Art Unit	3629
Examiner Name	Unknown
Attorney Docket Number	6000-001-52(C1)

Sheet

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of

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U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.M./	AA	US- 5,619,249	4/8/1997	Billock et al.	
	AB	US- 5,724,521	3/3/1998	Dedrick	
	AC	US- 5,732,216	3/24/1998	Logan	
	AD	US- 5,734,853	3/31/1998	Hendricks et al.	
	AE	US- 5,754,939	5/19/1998	Herz et al.	
	AF	US- 6,005,561	12/21/1999	Hawkins et al.	
	AG	US- 6,411,992	6/25/2002	Srinivasan et al.	
	AH	US- 6,463,585	10/8/2002	Hendricks et al.	
	AI	US- 6,505,240	1/7/2003	Blumenau	
	AJ	US- 6,594,825	7/15/2003	Goldschmidt Iki et al.	
	AK	US- 6,698,020	2/24/2004	Zigmond et al.	
	AL	US- 6,799,327	9/28/2004	Reynolds et al.	
	AM	US- 6,816,628	11/9/2004	Sarachick et al.	
	AN	US- 6,820,277	11/16/2004	Eldering et al.	
/J.M./	AO	US- 6,868,415	3/15/2005	Kageyama et al.	
	AP	US-			
	AQ	US-			
	AR	US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
		Country Code ³ "Number" "Kind Code ⁶ (if known)				
/J.M./	AS	EP 0355697	2/28/1990	Baji et al.		
/J.M./	AT	WO 9937045	7/22/1999	Eyer, et al.		
/J.M./	AU	WO 9950778	10/7/1999	Slade		
/J.M./	AV	WO 0043892	7/27/2000	Galuten		
	AW					

Examiner
Signature

/Junior Mendoza/

Date
Considered

09/04/2007

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/659,080
Filing Date	September 10, 2003
First Named Inventor	Denis KHOO et al.
Art Unit	2635
Examiner Name	James R. Sinars
Attorney Docket Number	6000-001-52 CONT

Sheet 1 of 2

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² / Priority			
/J.M./		US -5,034,807	7/1/1991	Von Kohorn	
		US -5,283,734	2/1/1994	Von Kohorn	
		US -5,319,455	6/1/1994	Hoarty et al.	
		US -5,488,423	1/1/1996	Walkingshaw et al.	
		US -5,515,270	5/1/1996	Weinblatt	
		US -5,640,002	6/17/1997	Ruppert et al.	
		US -5,759,101	6/1/1998	Von Kohorn	
		US -5,774,170	6/1/1998	Hite	
		US -5,774,870	6/1/1998	Storey	
		US -5,806,045	9/1/1998	Biorge et al.	
		US -5,832,457	11/1/1998	O'Brien et al.	
		US -5,915,243	6/1999	Smolen	
		US -5,926,624	7/20/1999	Katz et al.	
		US -5,929,850	7/1999	Broadwin et al.	
		US -5,978,013	11/1/1999	Jones et al.	
		US -6,282,293	8/2001	Itoh et al.	
		US -6,282,713	8/2001	Kitsukawa et al.	
		US -6,446,261	9/1/2002	Rosser	
		US -6,553,178	4/1/2003	Abecassis	
		US -6,738,978	5/1/2004	Hendricks et al.	
		US -2002/0194143	12/1/02	Banerjee et al.	
		US -7,003,486	2/1/06	Condamoor et al.	
		US -6,904,449	6/1/05	Quinones	
		US -6,703,934	3/1/04	Nijman et al.	
		US -7,080,030	7/1/06	Eglen et al.	
		US -6,075,971	6/1/00	Williams et al.	
		US -5,483,276	1/1/96	Brooks et al.	
		US -5,500,681	3/1/96	Jones	
		US -5,564,073	10/1/96	Takahisa	
		US -5,264,933	11/23/93	Rosser	
		US -5,524,195	6/4/96	Clanton	
		US -5,541,638	7/30/96	Story	
		US -5,684,918	11/1/97	Abecassis	
/J.M./		US -5,937,329	8/10/99	Helmy	
		US -			

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Substitute for form 1449A/PTO			Complete if Known ^A		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)			Application Number	10/659,080	
			Filing Date	September 10, 2003	
			First Named Inventor	Denis KHOO et al.	
			Art Unit	2635	
			Examiner Name	James R. Sinars	
Sheet	2	of	2	Attorney Docket Number	6000-001-52 CONT

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code* Number ⁴ Kind Code ⁵ (if known)				
/J.M./		WO 99/04561	1/28/1999	Alexander		
/J.M./		WO 02/084502	10/24/2002	Cristofalo et al.		
Examiner Signature				Date Considered		

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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.	
/J.M./		"Major challenge for banks", Retail Banker International, pNA, June 3, 1999, DIALOG(R)File 16, Record # 06418141.	
Examiner Signature		/Junior Mendoza/	Date Considered 09/04/2007

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/659,080
				Filing Date	September 10, 2003
				First Named Inventor	Denis KHOO et al.
				Art Unit	2635
				Examiner Name	James R. Sinars
Sheet	1	of	1	Attorney Docket Number	6000-001-52 CONT

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		Number-Kind Code ² (if known)			
/J.M./		US -5,758,072	5/26/1998	Filepp et al.	

FOREIGN PATENT DOCUMENTS						
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		Country Code ² Number ⁴ Kind Code ⁵ (if known)				
Examiner Signature				Date Considered		

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		Balabanovc et al. "Fab: Content-Based, Collaborative Recommendation," <i>Communications of the ACM</i> , Vol. 40, No. 3, March 1997.	
Examiner Signature	/Junior Mendoza/		Date Considered 09/04/2007

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Complete if Known

Application Number	10/659,080
Filing Date	September 10, 2003
First Named Inventor	Denis KHOO et al.
Art Unit	2635
Examiner Name	James R. SINARS
Attorney Docket Number	6000-001-52 Cont

Sheet	1	of	1
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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ² Number ³ Kind Code ⁵ (if known)				
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Examiner Name	James R. Sinars

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Sheet	1	of	2	Attorney Docket Number	6000-001-52 Cont
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Art Unit	2635
Examiner Name	James R. Sinars
Attorney Docket Number	6000-001-52 Cont

Sheet 2 of 2

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		Samuelson, Paul A. and Nordhaus, William D., "Economics", 12th ed. (New York: McGraw-Hill, 1985): 59-72	
Examiner Signature	/Junior Mendoza/		Date Considered 09/04/2007

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